

What is claimed is:

1. A method of converting a warehouse rack into a merchandise storage and display rack, comprising:
 - installing an upper secondary front-rear stretcher in a first location upon the warehouse rack;
 - supporting opposite ends of the upper secondary front-rear stretcher upon the warehouse rack in the first location;
 - installing a lower secondary front-rear stretcher in a second location upon the warehouse rack, the second location having a lower elevation in the warehouse rack than the first location;
 - supporting opposite ends of the lower secondary front-rear stretcher upon the warehouse rack in the second location; and
 - coupling a secondary upright to the first and second secondary front-rear stretchers.
2. A method of converting a warehouse rack having a front and a rear into a merchandise storage and display rack, the method comprising:
 - coupling a front end of an upper secondary front-rear stretcher to a front upright of the warehouse rack;
 - coupling a rear end of the upper secondary front-rear stretcher to a rear upright of the warehouse rack;
 - supporting the front and rear ends of the upper secondary front-rear stretcher upon the front and rear uprights of the warehouse rack, respectively;
 - coupling a front end of a lower secondary front-rear stretcher to the front upright of the warehouse rack;
 - coupling a rear end of the lower secondary front-rear stretcher to the rear upright of the warehouse rack;
 - supporting the front and rear ends of the lower secondary front-rear stretcher upon the front and rear uprights of the warehouse rack, respectively; and
 - coupling a merchandise display and support element to the upper and lower secondary front-rear stretchers at a location between a front and a rear of the warehouse rack.

3. A method of converting a warehouse rack having a front and a rear into a merchandise storage and display rack, the method comprising:

coupling a front end of a first secondary front-rear stretcher to the warehouse rack at a first location at the front of the warehouse rack;

coupling a rear end of the first secondary front-rear stretcher to the warehouse rack at a second location at the rear of the warehouse rack;

coupling a front end of a second secondary front-rear stretcher to the warehouse rack at a third location at the front of the warehouse rack, the third location spaced laterally from the first location;

coupling a rear end of the second secondary front-rear stretcher to the warehouse rack at a fourth location at the rear of the warehouse rack, the fourth location spaced laterally from the second location; and

coupling a merchandise display and support element to the first and second secondary front-rear stretchers at a location between the front and rear ends of the first and second secondary front-rear stretchers.